

CARLA D. BROWN, MBA

TALENT RELATIONS | CREATOR PARTNERSHIPS | LIVE AND DIGITAL PROGRAMMING

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PROFESSIONAL SUMMARY

Talent relations and creator partnerships professional with 10 years of experience sourcing, booking, and coordinating artists, hosts, and industry leaders for podcasts, digital radio, live events, and cultural programming. Founder and Executive Producer of a seven-season music and culture platform, with hands-on experience in artist management, contract negotiation, program development, and end-to-end production. Trusted connector known for aligning talent, management, production teams, partners, and audiences with discretion, cultural fluency, and high-touch communication. MBA in Marketing.

CORE EXPERTISE

Talent Sourcing and Recommendation • Host and Guest Booking • Artist and Creator Relations • Contract Negotiation • Program Development • Live Event Production • Podcasts and Digital Series • Roster and Database Administration • Industry Partnerships • Stakeholder Management

RELEVANT EXPERIENCE

Support The Dope Radio | Founder and Executive Producer

2016–Present

Atlanta Metropolitan Area

- Founded and scaled a seven-season music and culture platform centered on artist visibility, industry education, and substantive conversation with music veterans and behind-the-scenes leaders.
- Source, recommend, pitch, book, and prepare artists, executives, attorneys, producers, and other industry voices for interviews, panels, live programs, and recorded content distributed across major audio and video platforms.
- Conceived and executive produced The AI Reckoning: Music, Power and the Future of Creativity during GRAMMY Week in Los Angeles; secured five industry panelists and a moderator and led scheduling, releases, studio and crew coordination, show flow, post-production, and rollout.
- Build and maintain relationships with artists, managers, media platforms, nonprofit leaders, and production partners, serving as the central liaison from initial outreach through execution and amplification.
- Manage production calendars, budgets, vendors, sponsorship and advertising agreements, post-production quality control, distribution, and audience-facing promotion across concurrent initiatives.

Freelance | Artist Manager

2018–2021

Remote

- Managed a saxophonist-led, hip-hop-influenced jazz quartet, overseeing bookings, contract negotiations, internal and external correspondence, promotions, and day-to-day artist needs.
- Served as the primary contact at live shows and coordinated artist schedules, soundchecks, run of show, venue communication, and production requirements.
- Supported the development of artist branding, positioning, and marketing strategy to strengthen visibility and booking readiness.

CHICAGOFAMOUS | Media Producer

2020–2021

Remote

- Sourced, recommended, booked, and coordinated artists and industry professionals for guest interviews on the digital radio program led by veteran Chicago broadcasters Mike Love and Dizz.
- Contributed to programming strategy, content planning, talent preparation, audience engagement, and digital promotion for a legacy broadcast brand reaching a new generation of listeners.

The PJ Project for PJ Morton | International Team Lead, Midwest Region

2015–2021

Remote

- Led a distributed regional team supporting the artist ecosystem of multi-GRAMMY Award-winning artist PJ Morton through coordinated promotions, live activations, appearances, and grassroots audience development.
- Facilitated communication between artist management and regional contributors, delegated assignments, and maintained consistent execution across markets and major campaign moments.
- Assisted with concert and event bookings in the Chicago market and developed regional content schedules supporting album, tour, and appearance promotion.

RELEVANT EXPERIENCE CONTINUED

The Jay-Z Tribute Series: Brooklyn Meets Chicago | Artist Manager and Event Coordinator 2016–2017

Chicago, IL

- Managed artist bookings, contract negotiations, communications, schedules, expectations, and promotions for a nine-show live music series.
- Coordinated live auditions, soundchecks, run of show, venues, production teams, and performing talent while supporting consistent audience experience and partner alignment.

Music Forward | Program and Industry Engagement Volunteer 2017–2019

Live Nation / House of Blues Affiliate | Chicago, IL

- Supported music education, live programming, and professional development initiatives connecting emerging creatives with artists, executives, and nonprofit stakeholders.

Carla D. Brown Media and Public Relations | Freelance Journalist and Consultant 2014–2019

Chicago, IL

- Interviewed artists and cultural figures and created editorial, video, podcast, biography, press, and promotional content designed to increase visibility and deepen audience connection.
- Served as a direct contact for public relations inquiries and advised clients on branding, social media, and creative event strategy.

Endure Charities | Supervising Producer 2019–2020

Remote

- Coordinated event communications and execution and developed sponsorship materials supporting fundraisers and community programs.

ADDITIONAL PROFESSIONAL EXPERIENCE

Coldwell Banker Realty | Regional Support Specialist Oct 2024–Present

Atlanta, GA

- Provide white-glove operational and stakeholder support across a multi-office organization, serving as a trusted liaison among leadership, agents, clients, departments, and external partners.
- Maintain accurate records across transaction and relationship-management systems, resolve time-sensitive issues, coordinate onboarding and events, and manage multiple priorities under firm compliance deadlines.
- Create agent-facing communications and lead marketing and technology workshops that translate complex tools and organizational priorities into accessible guidance.

Coldwell Banker Realty | Sales Support Administrator Jun 2022–Oct 2024

Atlanta, GA

- Managed office operations, agent support, onboarding coordination, marketing requests, vendor communication, and database updates in a high-volume client-service environment.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Benedictine University | Master of Business Administration in Marketing

University of Illinois Chicago | Bachelor of Arts in Criminal Justice

Harper College | Paralegal Certificate

The MAP Intensive | Certificate in Music, Artist Development and Publishing 2020

RECOGNITION

40 Under 40 Award Recipient • Young Women Professionals League Inductee